

### **REMARKS**

The Final Office Action dated February 8, 2006 contained a final rejection of claims 1-23. The Applicant has amended claims 1, 7, and 17. Claims 1-23 are in the case. Please consider the present amendment with the attached Request for Continued Examination (RCE) under 37 C.F.R. § 1.114. This amendment is in accordance with 37 C.F.R. § 1.114. Reexamination and reconsideration of the application, as amended, are requested.

Claims 1-23 were rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Miura et al. (U.S. Patent No. 6,862,103) in view of Miyasaka et al. (U.S. Patent No. 6,766,362).

The Applicants respectfully traverse this rejection in light of the amendments to the claims and submit that the Miura et al. reference in combination with the Miyasaka et al. reference does not disclose all of the claimed features. Specifically, regarding claim 1, the Applicant's invention now includes a comics server that maintains at least plural comic strips or individual comedic pieces, each identified by a unique identifier. Regarding claims 7 and 17, the invention now includes a content network resource that includes a comics server with comics, a quote server with famous quotes, and an image server with images, wherein the comics, quotes, and images are personalized to the interests of a user based on a profile of previously entered preferences of the user by searching through the comics, quotes, and image server and finding comics, quotes, and images that match information from the user's profile.

In contrast, Miura et al. merely disclose using a form template, merging it with data by an image generation unit, converting the merged data into PDL data by a print output unit, and printing the converted data as a high-quality image for generating a personalized publication (see Abstract of Miura et al.). Although Miyasaka et al. disclose accessing a content resource (see Abstract and col. 3, lines 14-40), Miyasaka et al. in combination with Miura et al. does not disclose accessing a comics, quote, and image server, creating personalized content by searching through the servers and matching a comic, quote, and image with the user's profile. Thus, the combination of the cited references are clearly missing the Applicant's comics server of claim 1 and the comics, quote, and image servers

of claims 7 and 17 which sends content personalized to the interests of a user based on a profile of previously entered preferences of the user. (see for example, at least paragraphs [0015] – [0019] of the Applicant's U.S. Publication No. 2003/0154325).


This **failure** of the cited references, in combination or alone, to disclose, suggest or provide motivation for the Applicant's claimed invention indicates a lack of a prima facie case of obviousness (*MPEP* 2143).

With regard to the rejection of the dependent claims, because they depend from the above-argued respective independent claims, and they contain additional limitations that are patentably distinguishable over the cited references, these claims are also considered to be patentable (*MPEP* § 2143.03).

Thus, it is respectfully requested that all of the claims be allowed based on the amendments and arguments. Accordingly, the Examiner is respectfully requested to withdraw the outstanding rejection of the claims and to pass this application to issue. Additionally, in an effort to further the prosecution of the subject application, the Applicants kindly request the Examiner to telephone the Applicants' attorney at **(818) 885-1575** if the Examiner has any questions or concerns. Please note that all correspondence should continue to be directed to:

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